

WILL WHITEHORN

VIRGIN GROUP OF COMPANIES

BRAND DEVELOPMENT AND CORPORATE AFFAIRS DIRECTOR

Will Whitehorn is Brand Development and Corporate Affairs Director of Virgin and one of five members of the management board of the group. He is responsible for the corporate image of Virgin, public affairs, global brand development and a number of new business development activities most recent being the formation of Virgin Galactic, the new Virgin space tourism operator due to launch flights in 2007-8, of which he is President. In addition he acts as Richard Branson's spokesperson.

Aged 45, he joined Virgin Group in 1987, as head of corporate public relations. Previously he was an account director at Lombard Communications where he had worked on numerous flotation's and bids for companies as diverse as Chrysalis Group, Ward White and Grampian Holdings. Before entering the public relations industry he had worked for British Airways as a helicopter crewman in the North Sea, was a Graduate trainee with Thomas Cook Group and finally market intelligence officer for the TSB Group flotation. He was educated in Edinburgh and graduated from Aberdeen University in 1981 with an honours degree in history and economics.